OCTOBER, 1954

The Carolina Farmer

There's More
in '54 at the
NORTH CAROLINA
STATE FAIR
See Page 10

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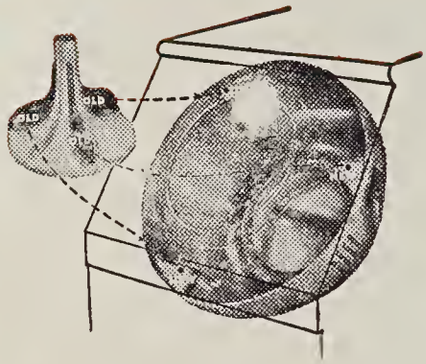

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Volume 9 OCTOBER, 1954 Number 10

FACING FACTS . . .

Beginning on page 8 you'll find the results of the latest questionnaire submitted by this magazine to political candidates. We thought you'd like to know how the contestants in the red-hot Ninth and Tenth District elections feel about rural electrification.

We think you'll like most of what you read. All of the candidates, for example, think our electric co-ops should have the right to generate and transmit their own power. All of them support the preference clause. All except Congressman Jonas feel that the government, where necessary, should build transmission lines to get Federal power to preference customer load centers.

But you'll find all that, and more, in the story. The poll, and its publication, follows through on our promise to keep you fully informed on political developments that affect this program.

Perhaps this is a good time to note that such reporting sometimes brings out charges that we are biased or partisan. We hope that our pages themselves refute such charges. We make every effort to be fair—with everyone. So far as partisanship is concerned, we point out that men and women of both parties sit on our co-op boards of directors, manage them, and receive power from them. We judge a lawmaker by his record, not by his politics.

And sometimes, even the record doesn't tell the whole story. For example, we would like to publish the voting record of all our Congressmen on rural electrification. For some of them, the record is bad—in fact, three of them have never once cast a record vote favorable to this program. But many of their votes were not record votes—what would their score be if those were taken into account? We have no way of knowing. So is it fair to label a man 100 per cent opposed to us just on the basis of the record? At this point we aren't sure, but a policy is being evolved.

At any rate, the page 8 story is just as objective as it possibly could be As we said last February, we know your final vote will be determined by a lot of things in addition to rural electrification. But we'd like to think your interest in your electric business will receive its share of consideration.

—JERRY ANDERSON.

This Month

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ON THE COVER

To each his own, and every man to his own season and all that. But to us there's something about fall that's pretty special for farmers. Especially when they can look over a crooked rail fence, through the red and yellow leaves of two oak trees, and over a sleek cow to a barn already filled with hay. Know of any life you'd trade it for?

PHOTO BY GRANT HEILMAN

OFFICIAL PUBLICATION

TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION

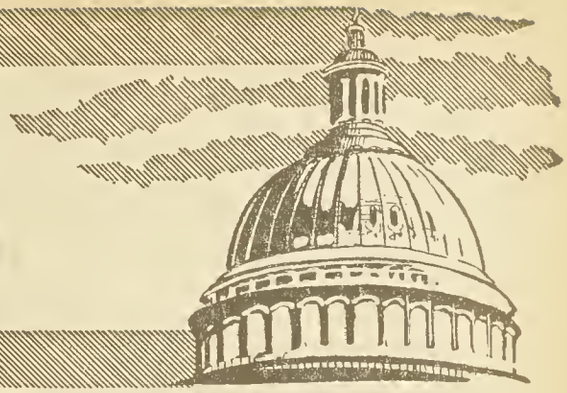
P. O. BOX 1699 • RALEIGH, N. C.

WILLIAM T. CRISP, *Executive Manager and General Counsel*

EDITORIAL BOARD: R. R. Edwards, Dunn, *Chairman*; G. L. Rucker, Tarbara; Ben Washam, Carnelius; A. B. Hurt, Lenoir; J. A. Ward, Rase Hill.

THE CAROLINA FARMER is published monthly by the Tarheel Electric Membership Association, P. O. Box 1699, Raleigh, N. C. Editorial and Advertising Offices, Suite 914 Commercial Building, Raleigh, N. C. Entered as second-class matter at the post office at Raleigh, North Carolina, under the Act of March 3, 1878. Additional entry at Richmond, Va. Subscription price 42c per year. Title registered U. S. Patent Office.

Robert S. Allen
REPORTS FROM WASHINGTON



Budget Struggles and Missing Links—

It's one budget struggle after another for the electric cooperatives.

With the last one barely over, they already have a new battle on their hands.

There has been no official announcement about it and won't be for months, but the Rural Electrification Administration has been ordered by the Budget Bureau to limit its request for loan funds for the next fiscal year, starting July 1, 1955, to the same amount that President Eisenhower recommended for the current fiscal year.

In his budget message last January, he proposed that REA be authorized $55-million for electrification lending purposes with another $35-million as an electric contingency fund.

This crippling ceiling is the same one the Budget Bureau again wants to impose on REA-financed electric co-ops. The Bureau's secret directive also limits the telephone program's next budget to $60-million, which is $15-million below the current authorization.

But even these stringent restrictions aren't all.

The Budget Bureau has slapped still another drastic curb on REA.

REA has been ordered to cut back 10% of the loan funds Congress voted for rural electrification.

In other words, regardless of the amount of money that the elected representatives of the people appropriated for REA in this fiscal year, the agency is being secretly required to slash its lending operations by 10%.

This secret reduction was personally ordered by President Eisenhower as part of his economy program.

The same directive applies to all Federal agencies. Budget Bureau officials are saying privately that the President's aim is to pare $6-billion from the current budget, and also the new one he will submit to the new Congress next January.

By dint of tremendous effort the electric co-ops succeeded in persuading Congress to give REA $135-million in lending funds, plus $35-million in contingency funds. Similarly, REA's administrative funds were raised $200,000.

Now, however, under the President's secret budget-slashing directive, the co-ops are again faced with the tough prospect of having to make their fight all over again in the new (84th) Congress that convenes in January.

The make-up of that Congress will determine whether rural electrification and telephones continue to grow or are sharply slashed as the President's secret budget plans would do.

Note: The Budget Bureau's directive is one of the best-kept secrets in Washington. So far only one member of Congress has a copy of it. He is Representative John Taber (N. Y.), chairman of the House Appropriations Committee, who is an ardent economizer and heartily favors cutting REA funds.

A highly important phase of the turbulent legislative history of the new atomic law is still very much a mystery.

This blank is the position that Rural Electric Administrator Ancher Nelsen took during the bitter fight over the preference clause that was written into the law by Senators Edwin Johnson (Colo.), Hubert Humphrey (Minn.), and Guy Gillette (Ia.). This crucial provision, giving electric co-ops and municipalities priority rights to the power of government atomic plants, is an extension of existing rights as regards hydro-electric plants.

Administrator Nelsen's views on this vital question could be easily supplied by two persons. But they aren't talking.

They are Nelsen and Senator Bourke Hickenlooper (Ia.), ranking Republican

(Continued on Page 18)

Speaking of Safety . . .

At last poor father has time to fix the steps.

News, Tides And Trends

For the North Carolina Farmer

A new watermelon variety is announced as available in sufficient seed supply for planting next year by the USDA. The melon, long type, light green, disease-resistant, and with other good qualities, was produced by the Southeastern Vegetables Breeding Laboratory of the U. S. D. A., Charleston, S. C. Tests indicate it will prove a satisfactory variety for most parts of the south where watermelons are grown, and it seems particularly adapted to the southeast. The new melon, Charleston Gray, weighs from 28 to 35 pounds, and is suitable for sale as halves or quarters in retail stores.

* * *

Some 50 assistant farm and home agents in 14 counties will be added in North Carolina in the near future. The additional personnel to the Extension Service has been made possible by a recent Congressional appropriation earmarked to provide a more personalized educational service for farm families.

* * *

It's State Fair time again in North Carolina, and 1954's event is scheduled for October 19 through 23. This year the State Fair enters its second century of service to the people of the state.

* * *

North Carolina's "Rural Church of the Year," Prospect Presbyterian Church, Mooresville, recently received further acclaim by being named "Rural Church of the South." The award to the 396-member church was announced during ceremonies at Emory University in connection with the second annual town and country church development program. Prospect Church received a cash award of $300 in addition to the $300 it had already been awarded as the state's "Rural Church of the Year." The rural church is 130 years old and saw a membership gain of 34 in the past year despite a decrease in the community's population. Among its many accomplishments have been the building of an eight room, $25,000 home for its pastor, Carlyle McDonald, extensive improvement of the church building and the payment of its $16,000 church debt.

* * *

One of the state's most popular modern farm practices is timber stand improvement. Extension forestry specialists attribute this to the fact that improving a stand of timber usually pays off twice—immediately with the sale of thinned trees and later as the remaining trees grow out fuller and straighter.

* * *

One of Western North Carolina's most famous products, sourwood honey, should be plentiful this year. The sourwood bloom is heavy and if the weather remains favorable, beekeepers can expect to harvest an excellent honey crop.

* * *

Farmers in the southeastern part of the state are adding livestock to their row crop farming. Swine and beef cattle enterprises are flourishing in particular, according to animal husbandry specialists.

* * *

Teddy Gray Allen, Farmville, Rt. 1, and George Kenneth Davis, Bessemer City, Rt. 2, have been awarded the 1954 Smith-Douglass Scholarships to N. C. State College. These scholarships are valued at $1,000 each, and the young men received the awards on the basis of need, scholastic records, 4-H Club achievements and leadership ability. Davis was elected president of the State 4-H Club Council at the recent 4-H Club Week. Allen has held many high school and 4-H Club offices. Both young men entered State College in September.

* * *

Even though recent rains over the state will probably produce new pasture growth, farmers should not rush cattle back on pasture, especially where regrowth is slow. Extension specialists advise that beef cattle farmers creep feed their calves. Short pastures affect the milk flow of beef cows as well as dairy cows. At this time of the year, beef calves are too small to eat enough grass to maintain their rate of growth. A good creep mixture can be made of equal parts of rolled oats and cracked corn.

* * *

State College cattle specialists predict the best show of dairy animals in history at this year's State Fair. Last year exhibitors in the "Open" show won more than $6,500 in premiums, junior exhibitors winning $2,657. The Jersey Show has been the outstanding event of the dairy department for several years, but it is expected that some of the other well-known breeds will offer stiffer competition. 174 Jerseys were shown at last year's fair.

* * *

The U. S. D. A. has set the national average support price of 1954 crop peanuts at $225.80 a ton. This is 90 per cent of the August, 1954, parity price, 13.6 cents a pound, and is $1.80 a ton higher than the minimum support level announced in April. Base support price by types per ton of the 1954 peanuts will be: Virginias, $236 per ton for those containing 65 per cent sound mature kernels; Runners, $220 per ton for peanuts containing 65 per cent sound mature kernels; Spanish, $241 per ton for spanish type produced east of the Mississippi River, containing 65 per cent sound mature kernels, and $237 per ton for those produced west of the river, containing 70 per cent sound mature kernels.

* * *

Nickels for Know-How, which has already paid for one text for use by agriculture teachers and students, will pay for another in the near future. The first publication, on soil fertility and fertilizer, filled the need for a complete North Carolina reference on the subject. The next publication will deal with the production of flue-cured tobacco.

MAIL BOX

To The Editor:

Here's a belated "thank you" for your splendid article in the *Carolina Farmer* about "Horn in the West."

You might be interested to know that "Horn in the West" enjoyed a successful season. We are now laying plans for the most intensive promotion and publicity campaign in the drama's three-year history.

Thanks again for your interest and cooperation.

Bob Isbell, Promotion Director
"Horn in the West"
Boone

To the Editor:

Thank you very much for sending the extra copies of your August issue, which I recently requested. The article (4-H Demonstration Winners) is fine, and I really think it is nice of the Tarheel Electric Membership Association to have the article in its magazine. Many, many thanks for doing it.

Jackie Morris
Tyner, Rt. 1

Address letters to:
The Editor
The Carolina Farmer
P. O. Box 1699, Raleigh

Co-ops Again Ask For Kerr Power

Wall reminds Aandahl that action was promised after June 14

Assistant Secretary of Interior Fred Aandahl was reminded last month that 12 eligible North Carolina co-ops still have received no wholesale power from Kerr Dam at Buggs Island.

Alton P. Wall, president of an association of 17 rural electric cooperatives in Eastern Carolina, told Aandahl in a letter that Interior's prolonged delay in settling the Kerr controversy is costing the 12 co-ops $84,000 each year.

Wall reminded him that at a Washington meeting with the cooperatives on May 26, 1954, Aandahl promised to work out a marketing plan for the power shortly after June 14.

"However," Wall said, "July and August have gone by and September is almost half gone and still preference agencies of North Carolina (with the exception of the five cooperatives served by Virginia Electric and Power Company) are not receiving, and apparently are no nearer receiving power from the Kerr Project than they were in May."

Wall also served notice that the co-ops expected to be brought in on any negotiations Interior may have under way with the Carolina Power and Light Company. "As we pointed out at our interview May 26," Wall said, " we consider ourselves to be one of the principals in any negotiations affecting the disposition of Kerr power in North Carolina."

Wall's letter was dated September 20. No answer had been received when this issue went to press.

The disposition of electric power generated at the government dam at Buggs Island has been a controversial matter for years. Under the law, preference in the sale of such power must be given to non-profit distributors such as electric cooperatives and municipalities.

Accordingly, 17 electric cooperatives in Eastern North Carolina are eligible to purchase the power. They are within effective transmission distance of the generator. Five of them are located in the area served by the Virginia Electric and Power Company; 12 are in CP&L territory.

Both of these companies have transmission lines already constructed to Buggs Island. The co-ops have no such transmission facilities. The original government marketing plan called for a federal transmission line to take the power to them. It was killed in Congress, however, when CP&L said its lines could be used to "wheel" the power to the co-ops.

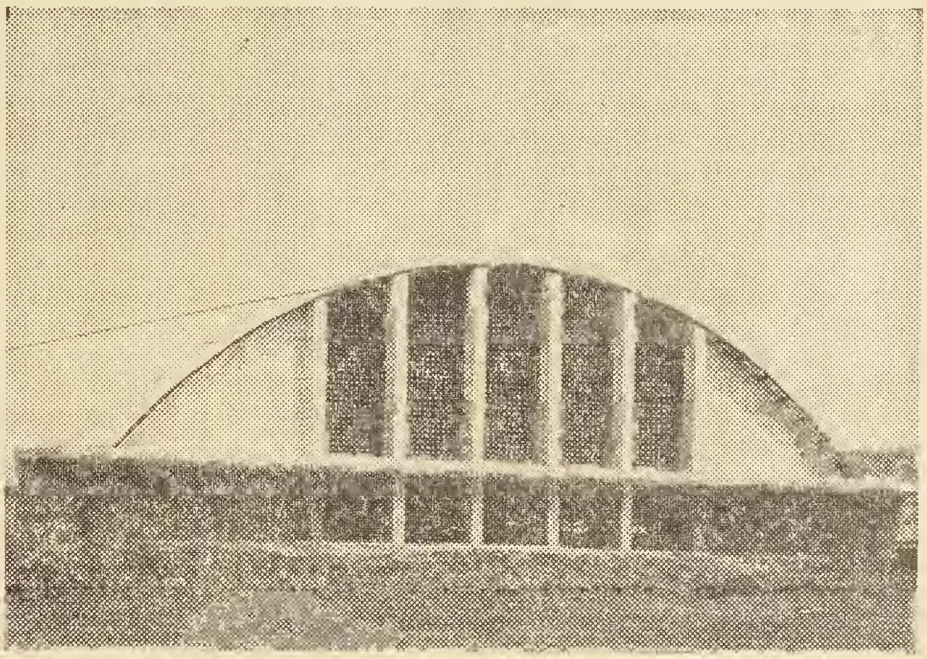
That was in 1951. Since then the co-ops have been unable to negotiate a wheeling contract with CP&L. VEPCO agreed to such a contract for co-ops in Virginia, and for the five in North Carolina which are in its area.

As a result, these five cooperatives saved $15,133.36 on their power bill for the 12-month period ending July 31, 1954. The Virginia co-ops have saved a total of more than $151,000.

Progress, however, has been stymied for the 12 other North Carolina co-ops. They seemingly are no nearer receiving their share of the power than they ever were. Since the Department of Interior is charged with marketing the power, the co-op delegation called on Aandahl last May to see what could be done. It was then that Aandahl promised to start working on a plan in June.

Remember —

There's MORE In '54



at the

NORTH CAROLINA STATE FAIR

RALEIGH ★ OCTOBER, 19-23

North Carolina's Annual Parade of Progress

MORE FOR THE RECORD

Incumbents in most of North Carolina's Congressional Districts are opposed this year, but real slam-bang battles are raging in the Ninth and Tenth. We thought you'd be interested in how the four aspirants feel about these five basic features of the rural electrification program.

In May, during the heat of the primary elections, we brought you the active candidates' views on rural electrification, as shown by their answers to a questionnaire we submitted.

Now that general elections are near, we took another look at the political scene last month. We found that most of the incumbents face opposition, token though it is in many cases. In the Ninth and Tenth Districts, however, real battles are raging. Democrat J. C. Sedberry is running hard against Republican incumbent Charles Jonas in the Tenth. William T. Stevens, Jr., Republican, is making a bold bid to unseat Democratic incumbent Alexander in the Ninth.

So to these men last month went the same questionnaire we used in May—except that we included a question about atomic energy in this one. Here's what they had to say:

1. Under the provisions of the Rural Electrification Act, electric membership corporations have the right to borrow funds for the purpose of financing not only their distribution facilities, but also such generation and transmission facilities as are necessary and economically feasible. Do you think that our cooperatives should continue to have this right of generating and transmitting their own power?

TENTH DISTRICT

Jonas: "Yes. This right was clearly reiterated in the report of the Appropriations Committee on the Agricultural Appropriation Act passed by the 83rd Congress."

Sedberry: "I certainly am in favor of the continuation of the basic policy which gives the electric membership corporations the right to borrow funds for the purpose of financing the installation and distribution of power, and think the co-operatives should continue to have this right."

NINTH DISTRICT

Alexander: "REA co-ops should continue to have the right to generate and transmit their own power. I supported this right as provided for in the recent Agriculture Appropriation Bill which passed the House."

Stevens: "Yes. The fundamental reason for electrification co-ops is to provide power to their members where private industry cannot or will not provide it at reasonable rates. By the same token, they should have the right to borrow funds to build generating and transmission facilities where private industry will not or cannot reasonably supply them."

2. Under the Flood Control Act of 1944, as well as under other legislation, the Congress has provided that non-profit electric cooperatives, public utility districts and municipal electric systems shall be given "preference" in the sale of electricity from Federal power projects. This preference principle has been basically followed by the Congress for some 50 years. This, of course, does not mean that these three groups are entitled to purchase such electricity at a preferential rate; it means that they are entitled to have the first opportunity to purchase it at the rate set by the government. Do you agree with this principle?

TENTH DISTRICT

Jonas: "Yes. I am not aware of any effort to change this principle."

Sedberry: "I agree with this principle."

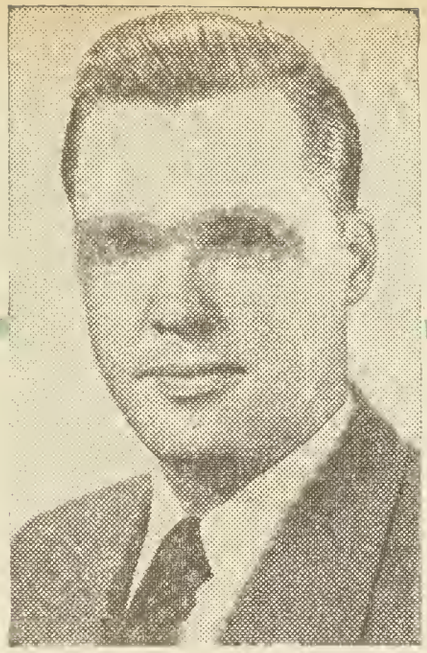
TENTH DISTRICT

J. C. Sedberry

C. R. Jonas (incumbent)

NINTH DISTRICT

H. Q. Alexander (incumbent)



W. E. Stevens, Jr

NINTH DISTRICT

Alexander: "Yes. REA co-ops should continue to have first opportunity to purchase electricity from Federal Power Projects at the prevailing rate set by the government."

Stevens: "Yes. Where Federal power projects are otherwise justified, it would certainly seem reasonable that nonprofit electric cooperatives, public utility districts, and municipal electric systems be given preference in the purchase of this power where the over-all interest of the consuming public is not penalized thereby."

3. Where necessary and economically feasible, do you think the government should build transmission facilities to bring this electricity to the preference customers' load centers (the cost of such facilities to be liquidated through appropriate charges included in the price at which the power is sold)?

TENTH DISTRICT

Jonas: "No. I do not think the Government, as such, should build transmission lines. I think new transmission facilities, where necessary because of inability to use existing facilities, should be built by the wholesale customer."

Sedberry: "I believe that where it is necessary and economically feasible, the Government should finance and build the transmission facilities—the cost to be liquidated through appropriate and proportionate charges included in the price of power."

NINTH DISTRICT

Alexander: "The Government should be permitted to build electrical transmission facilities when they are not otherwise economically available."

Stevens: "Yes. But only if existing facilities cannot or will not transmit the power from the Federal power project to the preference customers' load centers at a reasonable rate, and subject to the liquidation through appropriate charges included in the price at which the power is sold."

4. Electric cooperatives throughout the nation have thus far achieved a remarkable record in repaying, with interest, their REA loans on or ahead of schedule. Do you think that the Congress, from year to year, should budget loan authorizations sufficient to meet all of the borrowing needs of the cooperatives for the purpose of financing extension of service to new consumers and improvement of existing facilities to meet the ever-growing demands of existing consumers?

TENTH DISTRICT

Jonas: "No. I do not think the Congress should ever, in advance, adopt a policy of providing all of the funds required to meet all borrowing needs. The Government does not have unlimited funds to do everything everybody wants. The requirements of national security and other essential Government services, as well as available revenues and the amount of the public debt, should all be taken into account when new authorizations and appropriations are considered."

Sedberry: "I am heartily in favor of the extension of electrical service and think that, where necessary and economical, REA financing should be used and encouraged. With respect to the year-to-year budget loan authorizations in order to meet all the borrowing needs, I would have to study it further, but it appears reasonable."

NINTH DISTRICT

Alexander: "In order to assure the continued growth of REA co-ops the Congress should make available the necessary capital funds."

Stevens: "Yes. I think the REA program should have the necessary funds to extend service and improve existing facilities. The appropriations should be made on the basis of specific need and service."

5. For over six years the Rural Electrification Act has provided that electric membership corporations pay the government an interest rate of 2 per centum per annum of all funds borrowed. There is now pending in the Congress a bill to increase this rate to 4 per centum per annum. Do you believe that the interest rate should remain 2 per centum? If not, what per centum do you think it should be and why?

TENTH DISTRICT

Jonas: "The rate should be based upon cost of money to the Government. I do not believe the Government should realize any profit nor do I believe it should subsidize the interest rate."

Sedberry: "The record of interest payments is remarkably good, as well as repayment of loans of REA funds. I would not increase the interest rate unless it was shown that the over-all cost of borrowing has delayed or impeded any electric expansion. Then I would raise it to not more than 3 per cent, only to meet the general condition and make it flexible."

NINTH DISTRICT

Alexander: "I am opposed to increasing the rate of interest from 2 per cent to 4 per cent per year. The REA has been self-liquidating and a fair rate of interest appears to be the cost of money to the government."

(Continued on Page 18)

"There's More in '54"

That's the word as the South's greatest State Fair gets set for another century of service

October 20 has been designated "Thrill Day" at the fair.

THIS year, the North Carolina State Fair enters its second century of service to the people of the State, and Fair officials promise 1954 fairgoers a gala event that is "bigger and better" than ever before. It is predicted that over half a million Tar Heels will be on hand to view the fair this month. Last year nearly 1,400 persons, representing 88 of the state's 100 counties, entered competitive exhibits. This year the Fair management hopes to attract exhibitors from all of the counties.

In addition to the educational exhibits at the Fair, several new entertainment features have been added which should pull attendance from every corner of the state. Among these new attractions is the World's Championship Rodeo, featuring hundreds of bucking broncos, steers, and the "finest rodeo performers in the world."

Fishermen fairgoers will flock to another innovation of the '54 Fair—"Fishing for Diamonds." Mountain and rainbow trout, seldom seen in this state, will be stuffed with quarter-and half-carat diamonds. The luckier anglers will return home a trout-and-a-half-carat richer.

Another outstanding new-comer to the Fair this year will be General Electric's "House of Magic" show. This popular science stage show has already been viewed by some 20,000,000 people in the U. S., Canda, and in every major country of Central and South America. Highly trained lecturers will be on hand each day of Fair Week to demonstrate the principles of jet and of firefly light with chemicals, conjuring a column of plastic foam from an ice cream dish, exploding paper, and many other unusual demonstrations.

In addition to these new entertainment features, old-time favorites of the midway will be on hand again this year to thrill both new and old audiences: Strates Midway Shows, Kochman's Hell Drivers,

The Fair is an unforgettable experience for children. This year, October 22 is the day school children will be admitted free.

Hamid's Grandstand Revue, horse and auto races, etc.

The 101st North Carolina State Fair will be formally opened at 10 A. M. on October 19. The first day's events will include: The James E. Strates Shows, the first performance of the State Fair Folk Festival, harness horse and pony races, circus and hippodrome acts, George Hamid's "Phantasies of 1954," and fireworks display in the evening. This day is set aside as Wake County School Day and Wake school children will be admitted free on special tickets distributed through school superintendents.

The second day of Fair Week is "Thrill Day," and in addition to the standard fair agenda, will include Jack Kochman's Calvacade of Thrills. A Tractor and Farm Machinery Parade will be presented at 1:30 on the track in front of the Grandstand.

Thursday will be Governor's Day, and will feature the free-for-all horse racing trot for the Governor's Trophy.

North Carolina's school children and 4-H'ers will be honored on Friday of Fair Week. On this day, all the State's school children will be admitted to the Fair free on special tickets.

The Fair finale will be designated as Auto Race Day, and the Grandstand will open at noon for a program of U.R.C. Sanctioned Automobile Races.

And there will be exhibits—and more exhibits. Exhibitors in 1953 carried home some $42,000 in premiums, and premiums

this year are expected to total close to $50,000. Exhibits will be divided into five general classifications for viewing and for judging: General Exhibits, Livestock, Poultry, Pigeons, and Rabbits, Women's Departments, and Special Exhibits. Division I will include 4-H exhibits, vocational educational exhibits, school exhibits, field crops, horticulture, arts and crafts, bees and honey.

The second classification will include showings of dairy cattle, beef cattle, dual purpose cattle, swine, sheep and ponies. Poultry, pigeon, rabbit, egg, and dressed turkey shows will be featured in the third division. The Women's Division will include home demonstration club exhibits, culinary exhibits, clothing, and house furnishings.

Division V will feature the Seventh Annual State Fair Folk Festival, Farm Machinery Parade, Wildlife Exhibit, and state and federal agency exhibits.

Financial reports from the Fair management show that as premiums paid to exhibitors and funds spent for improvements and maintenance of the Fairgrounds continue to increase, revenue expands. The 1953 Fair showed a gross profit of $57,831.05, and this was the thirteenth year the Fair has been held without the need of appropriated funds since it became a division of the N. C. Department of Agriculture.

Among the outstanding improvements made on the Fairgrounds during the past years have been the internationally-famous State Fair Arena, which was dedicated last year, the completion of a fine Youth Center for young exhibitors, additional exhibit space, and improved parking facilities.

Tarheel Exhibit

Youth and power use will be the order of the week at Tarheel Electric's State Fair exhibit booth, October 19-23. The Association will present to fairgoers ten top-notch demonstrations from those put on in the TEMA-sponsored 4-H Electric Demonstration Contest this summer.

Ten demonstrations, showing the proper, effective uses of electricity, will be featured each day of Fair week, beginning at 10 a.m. and occurring on the hour through 5 p.m. The youthful exponents of electricity will demonstrate electric hot beds, adequate wiring, proper lighting, electric cooking, electric mixers, lamp construction, and the use of a deep-fat fryer.

TEMA will occupy the same exhibition space it has used for the past two years—in the Industrial Building, opposite the Arena.

Something Old — Something New

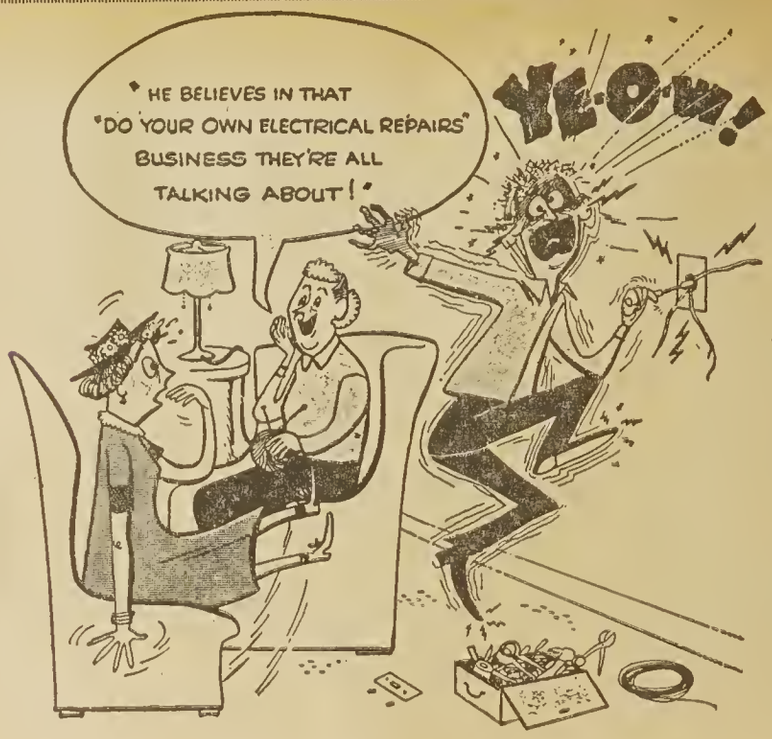
A sure-fire attraction at the 1954 Fair will be the "Fishing for Diamonds" event. A huge pool will be stocked with mountain and rainbow trout, some of which will be stuffed with real diamonds. Lucky anglers will take home both trout and gem.

BELOW—Bascomb Lamar Lunsford, "minstrel of the Appalachians," tunes up his banjo at the Folk Festival pavillion in front of the Arena. Open to folk and country music enthusiasts, the Festival has been a popular Fair event for years.

Second of a series

Symptoms, Causes, and Remedies for

Inadequate Wiring



ELECTRICAL WIRING IS ONE THING THAT SHOULD NOT BE A "DO-IT-YOURSELF" PROJECT. *CALL A LICENSED ELECTRICAL CONTRACTOR.*

LAST month we discussed in general terms the necessity for adequate wiring if appliances are to operate efficiently. We pointed out that electricity is "food" for appliances, just as hay is food for a milk cow; and we noted that neither could be expected to produce if they were starved.

This article will go into wiring problems more specifically. First, we should remember just what adequate wiring means. In simplest terms, it means getting enough electricity to appliances for them to operate efficiently and safely. To do this, circuit wires must be of the proper size, and there must be enough circuits in the home.

How do you know whether your home is adequately wired? It is easier to determine if the wiring is **not** adequate. Following are some of the danger signs, along with causes and remedies:

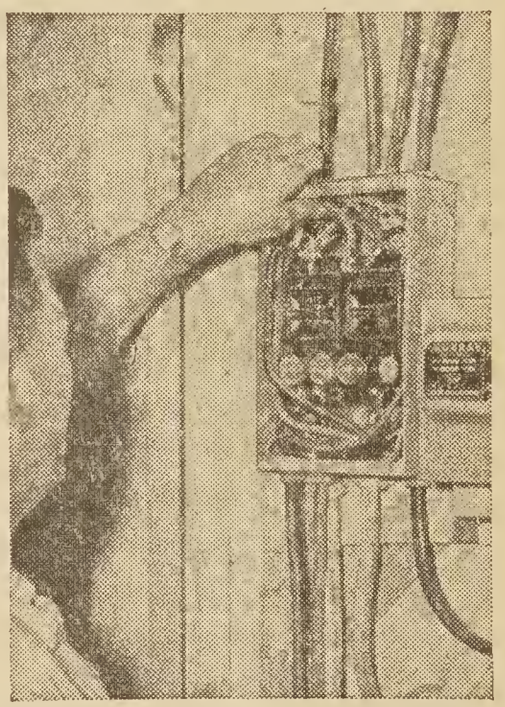
Frequent tripping of circuit breakers or blowing of fuses. CAUSE—Overloaded circuits. REMEDY—Install more circuits, providing individual circuits for important equipment.

A standard, 20-ampere appliance circuit will carry equipment totalling 2200 watts. If more than that amount is plugged to the circuit at one time, the fuse will blow—for safety. An electric coffee maker, toaster and radio operating on the same circuit at the same time would blow the fuse.

Dimming or blinking of lights when motors start. CAUSE—The motors are on the same circuit with lights. REMEDY—Provide separate circuits for motors.

No appliance, heating or motor-driven, should be connected to your overhead light circuit. That circuit will carry only 1725 watts, and the wire size is not designed to carry heavier equipment.

Uneven operation of farm equipment motors. CAUSE—May be due to low voltage. Look for circuit wires that are too small or several devices on the same circuit. REMEDY—Separate circuits for each motor-driven device, each of proper wire size.



This fuse panel in a home under construction has capacity for a "spare" circuit to be installed economically later.

A common sight on many farms is a long run of wire to a piece of equipment outside the house. Too often the wire is too small in the beginning, and the long run further drops the voltage. For proper wire size to fit an individual installation, consult your electric cooperative.

Heating appliances slow to reach proper temperature. CAUSE — Circuit wires are too small. REMEDY—Install wires of proper size.

No. 12 wire is preferred for branch circuits inside the home. Smaller wire will carry less wattage. Many older wiring jobs were installed with No. 14 wire, resulting in overloads when appliances are added. Heavier equipment, such as ranges, requires individual circuits of 240-volts. Toasters, hot plates, coffee makers and other small heating appliances frequently operate unsatisfactorily because of low voltage resulting from overloaded circuits.

Excessive use of extension cords and multiple receptacles. CAUSE—Too few outlets. REMEDY—Install outlets on a planned basis.

Extension cords are unsightly as well as inefficient. In an ordinary room (exclusive of kitchen) there should be at least one outlet in each wall, and two or

(Continued on Page 16)

Mr. and Mrs. Roy Mason in their strawberry field. This year the two picked 166 quarts in a single day.

Strawberries pay off when you get A Pint per Plant

And to get a yield like that, say Tarheel's champion berry raiser, you have to begin coaxing in November

By FRED MORGAN

Want a whopping big crop of strawberries next spring from young plants set out this fall?

Then get busy—November is the time to act.

So says Roy B. Mason, North Carolina's champion berry grower. Mr. Mason lives at Aquadale in Stanly County.

Plants set out in early November should produce around one pint of berries per plant next spring, according to Mr. Mason. That is, if you treat them right. The plants won't do it all by themselves. You must coax them a little.

Mr. Mason is an expert at coaxing plants into vigorous production. He's been doing it for years. In the last few seasons, he has produced some of the largest and loveliest strawberries ever seen in this section of the state.

"He has the prettiest berries and the best plants I have seen anywhere in the state," was the comment of John H. Harris, head of the N. C. Extension Service Horticulture Department, after a visit to the Mason farm this summer.

H. R. Niswonger, retired head of the department, made a similar comment about the Mason berries last year.

His record of the past season is proof that he can turn out quality strawberries in commercial quantities. From a one-eighth acre patch, he and his wife harvested approximately 1,530 quarts of premium berries. He sold them readily at 25 cents per quart.

So much in demand are his berries that customers this year placed their orders for next season and he is booked solid with orders for all the berries he can produce next spring, although he is considerably enlarging his patch.

He averaged turning away half a dozen people each day during the picking season last spring.

(Continued on Page 24)

Mason has also had fine results with dewberries. Here he looks over a crop with Stanly Farm Agent V. A. Honeycutt (right).

Why Did You Buy

That's the question
North Carolina. T
electrical industry
program to tell th

By REBEKAH RIVERS

IN THE latter part of November, 1953, the U. S. Department of Agriculture announced to the press the results of a series of scientific and unbiased efficiency tests conducted by the Government's top housing and household equipment specialists. Electric ranges, refrigerators and water heaters, the announcement read, proved more efficient than comparable bottled gas appliances used in these tests. (CF, January, 1954)

In view of these tests, we decided to find out just why some farm women buy bottle-gas ranges. Through co-op electrification advisors, we sampled 65 homemakers in all parts of the state who now use non-electric ranges. The electrification advisors, making no attempt to "sell" electricity to those interviewed, asked the question, "Why did you buy a non-electric range?" (In nearly all cases the ranges were bottled gas).

The results of the survey show a very weak spoke in the educational job being done by the electrical industry. Far too many of the responses showed that the range owner had not been fully informed of the merits of the electric range.

Let's take a look at some of the answers and attempt to analyze them.

Twenty per cent of the farm women questioned had purchased non-electric ranges due to the original cost of an electric range. Twenty-seven per cent were using gas (or some other fuel) because of the operating cost of an electric range; and 18 per cent said that they purchased non-electric ranges due to the installation cost of an electric range. Other reasons given included the belief that gas is faster and more dependable.

Original Cost

Let's discuss original costs with the first twenty per cent. Admittedly, there is some difference between the price of a gas and electric range. However, in comparing prices for modern gas ranges ranges with comparable electric models, we find that there is very little difference. The range purchaser must not be completely blinded by the original cost of the models—he must also consider gas and electric ranges, as well as the efficiency of the two models. In other words, he must be guided by all factors at hand. Otherwise, the purchase of a less expensive model may prove a false economic move.

The wise buyer of an electric range will be on the look-out for special offers from electrical distributors. For example, on our back cover this month, G-E is announcing a special offer of free installation for purchases of ranges before the 15th of November, or, in lieu of this, a $50 trade-in on an old stove, regardless of make or type. Periodically, gas companies will have similar offers, but, in general, specials from gas and electrical distributors generally balance each other.

In answering the claim of the 27 per cent of farm women sampled who claimed that they were using non-electric ranges due to the high operating cost of the electric range, we cite them to local gas companies and to their co-ops for a comparison of rates. Both electric and gas rates differ according to the locality, so the generalization that "it is cheaper to operate a gas range than an electric one" is full of loop-holes.

Here again, the range purchaser who merely assumes that operation of a gas range is cheaper may very easily find himself the victim of false economy. The use of double utilities have long since been proven uneconomical. In a home where electricity is already used for electric lights, a washer, refrigerator and smaller appliances, the addition of an electric range will usually result in a cheaper electricity bracket. However, if a gas range is installed in the home, the home owner pays the higher rate both for electricity and gas. The range buyer should consult his cooperative for a detailed break-down of the co-op's rate brackets.

Installation Cost

And now for the 18 per cent who considered the installation of a gas range less expensive than that of an electric one. It is wise for the prospective buyer to realize from the beginning that, regardless of type, there is some cost involved in installing a range. Here again, installation charges will vary in different sections, both for an electric and gas range.

The other two reasons given by non-

Non-Electric Range?

d 65 farm women in swers show that the a better educational of modern cooking

electric range owners, that gas is faster and more dependable, have been proven completely erroneous by the Department of Agriculture tests mentioned above. These utilization efficiency tests (the relation between the useful work done and the energy required to do it—which should be the guiding factor in all appliance purchases) proved that electricity is faster and far more efficient than gas. Range tests showed that, for the complete cooking job (top-of-range and oven) electric ranges used half as much energy as bottled gas ranges. The efficiency ratio was 2 to 1 in favor of electric ranges.

Government Findings

Buyers of new ranges owe it to themselves to delve into all the findings of these scientific tests, which represent the latest and most authoritative word on the confusion the new appliance purchaser feels. These new efficiency ratios should dispel such confusion, particularly since the ratios were determined by a Government agency dedicated only to fair practices and the welfare of rural people.

Despite this sampling of non-electric range owners presented here, we do not mean to leave the impression that gas ranges are outselling electric ones. On the contrary, reports show that the trend is the other way. One coastal dealer of both electric and gas ranges reports that last year he sold an average of 14 gas stoves per month. Now he averages only 3 per month. He said there was no corresponding decrease in range sales.

Still another coastal dealer sold 72 electric ranges in the last ten months, and only ten gas ranges.

From one section in the Piedmont comes the report that in the rural areas, 99% of range purchases are electric.

We present this story to warn the range purchaser to arm himself with both the electric and the gas story, make comparisons of all things (including utilization efficiency as well as price of range, installation price, and operating costs), and then make his purchase.

Government Tests Proved Efficiency of Electric Ranges

Government tests proved that for the complete cooking job (surface units and oven) electric range used half as much energy as bottled gas ranges. Efficiency ratio was 2 to 1 in favor of electric ranges.

Lighting Expert Gives Tips on Proper Lighting of the TV Room

"Television and eye-strain can be almost synonymous," according to Myrtle Fashbender, member, Illuminating Engineering Society Television Committee. Miss Fashbender points out that many people have developed eye-strain coincidentally with the advent of TV and that it is a physical reaction that can be due to spending hour upon hour, and evening after evening, watching television programs; or due to watching them under adverse conditions.

"This is not a criticism of television, nor is it a suggestion that you or your children should stop enjoying television programs—it merely means that every home should be provided with eye-comfort conditions which are a must for watching television just as they are for sewing, reading, or studying," the lighting specialist advises.

The following suggestions are given for properly lighting the TV corner.

View the television screen in a properly lighted room. If the room is dark, the pupils of the eyes try to adjust in size, for the darkness of the room and the brightness of the screen. They cannot dilate for the darkness and contract for the brightness at the same time so they struggle for a compromise. Lighting in the room reduces the contrast-difference between screen and room background and thus relieves eye-strain.

Try your present lamps to light the room. The lamps you now have, just as they are, or possibly with new shades will in all probability meet the requisites. Avoid annoying and distracting splashes of light on the walls by moving lamps away from the falls. Avoid lamp shades that are brighter than the screen. It is usually desirable to use opaque shades, but some translucent shades are not too glaring.

Avoid placing lamps so close to the TV set that light from under the shade falls directly on the screen. Such improper lamp placement will "fade" the picture and it will not be sharp and clear. Another "no" is placing the lamps so they are reflected from the screen back into your eyes. But above all, avoid sitting in a dark room. Turn on enough properly placed lamps to give a low level of general lighting.

Your TV room should have a home atmosphere. Don't mimic the movies. Looking at television is not like looking at the movies. Your television screen is about 10 times brighter than a movie screen. Therefore, in movies where the screen is of low brightness, the theatre necessity is dimly lighted. In a home, however, where the television screen is bright it should be viewed in a room where there is general lighting throughout.

Sit at the proper distance from your TV screen. The proper distance to sit from the screen is where you can see the picture best—but not too close. By trial, most adults will find the location that is most comfortable for them—usually from about eight to twelve feet from the screen. Children are apt to sit much too close. Keep them at least four feet from the screen.

Sit in front of the TV screen. There may be considerable distortion of the picture, especially in older sets, if it is viewed from too great an angle. Sit as directly in front of the screen as possible.

Look away from the screen at intervals. Your eye doctor will tell you that the time limit for tele-viewing will vary with individuals. He will also advise you that periodic glances away from the screen around the room will relax the eye muscles from strain of concentrating and focusing on one small area.

Inadequate Wiring

(Continued from Page 12)

more in longer walls. Kitchens should have outlets in each food preparation area.

If you have one or more of these danger signs in your home, your wiring is already inadequate. You will have an increasingly difficult problem as you add other appliances. You need to modernize your wiring **now.**

When you do, be sure you plan for the future as well as the present. Consult your co-op and engage a competent electrician. NEVER TRY TO DO YOUR WIRING YOURSELF. The current "Do-It-Yourself" fad is fine for many things, but not for wiring—which can be extremely dangerous if it is not properly installed.

There are several methods of financing your wiring. Most banks will make loans for this purpose. So will the Farmers' Home Administration. Many electric co-ops in the State have financing plans for new or modernized wiring.

Don't make the mistake of thinking your wiring is adequate if it passes inspection. That means only that it follows the National Electric Code and is safe. It doesn't mean it will be adequate for all the electric equipment you'll later put on it.

400 Attend Rural Health Conference

Morris L. McGough, Vice-Chairman of the Agriculture Development Council, Asheville, laid out the blueprint for rural health progress last month for the more than 400 people who attended the seventh annual Rural Health Conference in Raleigh.

The answer, McGough said, lies in the awkening of rural people to health needs. Once that has been done, they must follow through with their own actions. Outsiders can only stimulate and encourage, McGough contended.

For illustration, McGough pointed to a small mountain community, Big Cove, made up of only 74 families. They became interested in a better way of life and set about making improvements. At first, they only had two painted houses; in eighteen months they had 46. They built 20 sanitary toilets. They set up a health committee that visited every family and conferred about what could be done. They obtained electricity, and now every family has some modern convenience. Twenty-five meetings were held last year, with an average of 95 people attending each meeting.

Other featured speakers during the conference included Harry B. Caldwell, Master, State Grange; Dr. Deane W. Colvard, Director, School of Agriculture, State College, and Dr. E. G. McGavern, Dean, University of North Carolina School of Public Health.

The first annual Rural Health Conference was held in 1948 as North Carolina doctors expressed interest in seeing people come together to focus attention upon and better understand the state's health needs. Attendance at these conferences has gradually increased with a larger representation of lay people present. Interesting discussions by lay and medical people from different communities are held. The Rural Health meetings are sponsored annually by the Medical Society of the State of North Carolina.

New Transmitter

(Continued from Page 19)

on Macon Avenue in Asheville From the twenty-five rooms and three floors of this $250,000 home came the studio space for the television and radio operations of WLOS. Included is a completely equipped modern kitchen for the Homemaker Show, two large telecasting studios for variety presentations, a small studio for news and weather programs. The second floor houses the executive and sales offices, as well as the AM and FM radio studios. The third floor is expandable space for future operations.

"Bombshell" Jolts Utility Field as Power Executive Makes "Confession"

Dynamite exploded in the Dixon-Yates fire (*CF,* Aug.) last week when J. D. Stietenroth, secretary-treasurer of Mississippi Power & Light Company, charged that MP&L is "Wall-Street-controlled" and that absentee owners were responsible for excessive rates being charged to its western Mississippi customers, and further charged that the utility kept two sets of books—one set in Mississippi and a second set for tax purposes in New York.

(MP&L is controlled by Middle South Utilities, Inc., one of the two New York holding companies involved in the controversial Dixon-Yates proposal for furnishing power to the Atomic Energy Commission plant at Paducah, Ky.)

Stietenroth also announced that he wanted to withdraw all MP&L financial statements in an application for financing the Dixon-Yates-AEC steam generating plant at West Memphis, Arkansas. He told newsmen that he was "under domination of others in preparing and submitting the figures and data" and that he had wired the Securities and Exchange Commission to withdraw the statements. He was fired shortly after making the announcement.

Following the Stietenroth statement, the former Republican candidate for governor in Arkansas, Jeff Speck, substantiated his charge that Middle South kept two sets of books for Mississippi Power & Light.

16% Profits

Speck, who worked for Ebasco Services (another giant utility holding company) prior to World War II and following the war, confirmed the belief that MP&L had two sets of books, and added that the same applied to Arkansas Power and Light Company.

Speck said he saw records on Ebasco's books in 1947 indicating that Arkansas Power and Light was making from 13 to 16 per cent profit on its arnings. Nearly all state regulatory tatutes permit only a six per cent return for public utilities.

Drawing his own conclusion, Speck said, "Apparently they do have two sets of books, because in Arkansas they have repeatedly said that they make less than six per cent on their investment."

In his statement to the press, Stietenroth indicated that he expected to be fired for his action, although he had been with the company for 25 years. He was right. A few hours after his statement was released, R. Baxter Wilson, president of MP&L, announced that Stietenroth had been "relieved of all duties."

"There are no secrets or mysteries about the affairs of this utility and the facts about its rates, its operation and management are available to all properly interested persons," Wilson said.

Meanwhile, the Dixon-Yates contract was causing other explosions:

Senator Estes Kefauver (D-Tenn.) blasted the contract, and announced that the Senate Subcommittee on Anti-Trust and Monopoly, headed by Senator Langer (R-N.D.) might hold an investigation of the contract in Memphis, Tennessee.

Rep. Sterling Cole (R-N.Y.), chairman of the Joint Committee on Atomic Energy, said that he would call the committee together by early October, and permit "every involved government agency" to testify at a public hearing. Over 25 groups or persons representing public groups, including the National Rural Electric Cooperative Association, have requested permission to testify.

General Vogel Takes Over as TVA Chief

General Herbert D. Vogel was formally swornin as Chairman of the Tennessee Valley Authority on September 1, and promised his "dedication" to the "success and continued progress of the TVA experiment."

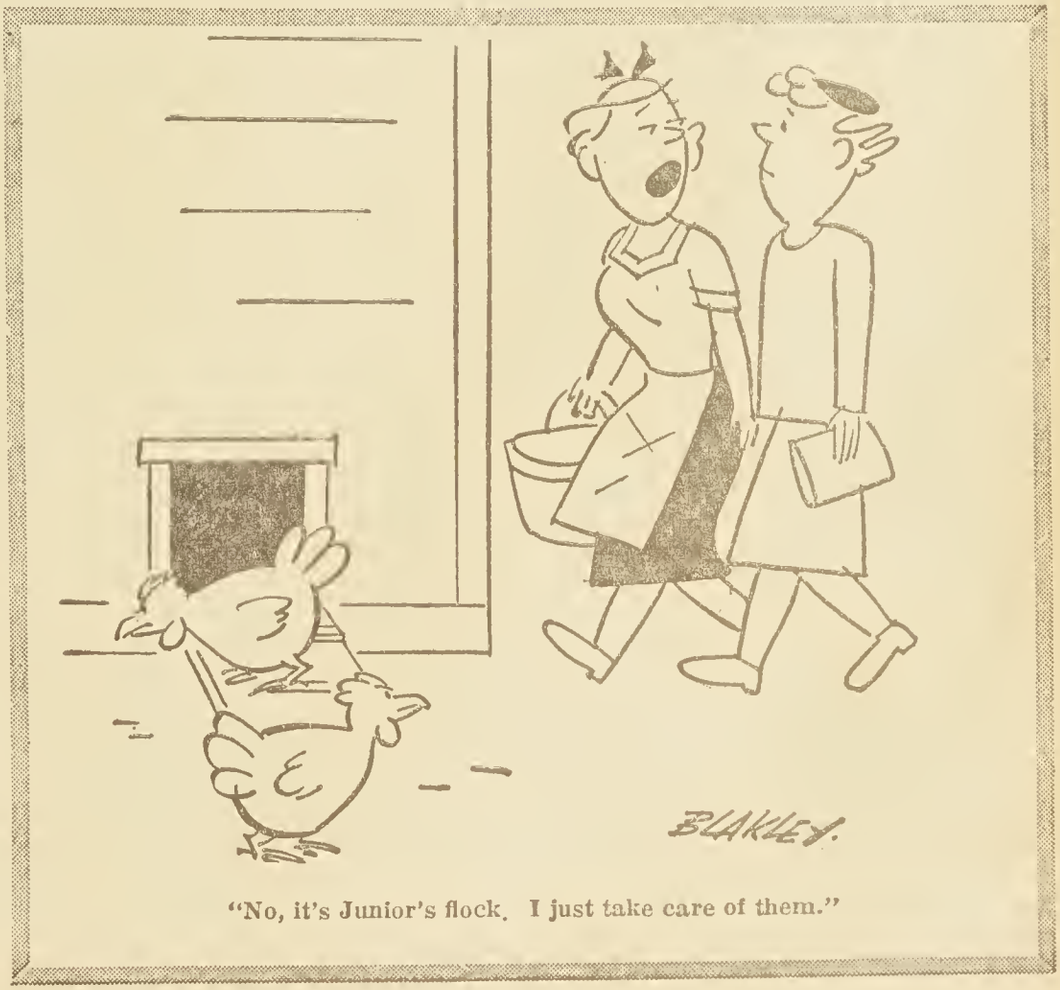
In a short speech following the swearing-in ceremony, Vogel declared, "In the oath I have just taken, I also pledged my support to the wisdom and feasibility of the Tennessee Valley Authority Act."

Succeeds Gordon Clapp

Vogel thus becamc the fifth chairman of TVA, and is the first named by a Republican Administration. He succeeds former Chairman Gordon Clapp, who served TVA in various capacities for 21 years. Vogel's appointment is for nine years, and carries a salary of $15,000 annually.

The new TVA chairman has avoided making any comment on the controversial Dixon-Yates contract between a commercial power company syndicate, TVA and the Atomic Energy Commission.

Prior to his appointment to the top post in TVA, Vogel had a long and successful carcer with the U. S. Army Corps of Engineers. As TVA Chairman, he will preside over a three-man board of directors.



"No, it's Junior's flock. I just take care of them."

Robert S. Allen Reports

(Continued from Page 5)

member of the Joint Atomic Committee, and co-author of the still-embattled new law.

Both men know the contents of the telegram which Nelsen sent Hickenlooper during the tense Senate battle over the preference clause. But both have refused to make this mysterious message public. Its existence was disclosed by Hickenlooper. No one knew Nelsen had sent it until Hickenlooper revealed that in response to a question by Senator Karl Mundt (S. Dak.).

"It is extremely important that the legislative history on this preference clause be very clear," explained Mundt, a strong REA supporter. "For that reason, I think it is essential that REA make a statement on this matter. We want to be certain that everything we do here will ensure the preference rights of the cooperatives and municipalties to the power that may be produced in the future by atomic plants built by the government."

"I have been in touch with the director of REA," replied Hickenlooper. "At the present time, he is in Alaska on some REA business. But I have received a telegram from him which I shall ask to have placed in the Record in a little while."

That is the last heard of this mysterious message.

It was never again mentioned by Hickenlooper during the remainder of the session, nor did he insert it in the Congressional Record as he promised to do.

Further, since then, Nelsen and Hickenlooper have taken the attitude that the less said about this telegram the better. Nelsen has flatly refused to reveal it. And Hickenlooper contends he can't do that without authority.

"I have no permission to release this telegram," the Iowan told a reporter who questioned him about it.

"Can't you give us a general idea of its contents?"

"No," insisted Hickenlooper, "that's out, too. Actually, the whole fight over the preference clause was a tempest in a teapot. It really didn't mean anything, so why should I put life into a dead horse by revealing Nelsen's stand?"

"But you stated explicitly on the floor of the Senate that you would place his telegram in the Record," persisted the reporter.

"Maybe I did," argued Hickenlooper, "but that doesn't require me to do so. Why don't you write about the President's letter on this legislation; I put that in the Record."

"Then why didn't you do the same with Nelsen's telegram?" retorted the reporter. "The President's letter was made public, but Nelsen's telegram wasn't. A lot of people all over the country want to know what is in it. In fact, now that you and Nelson seem to be so anxious to suppress his telegram, there is more curiosity about it than ever before."

Hickenlooper broke off the discussion by walking away.

FORECAST FOR AN AGE OF PEACE

"It is not too much to expect that our children will enjoy in their homes electrical energy TOO CHEAP TO METER; will know of great periodic regional famines in the world only as matters of history; will travel effortlessly over the seas and under them and through the air with a minimum of danger and at great speed; and will experience a lifespan far longer than ours, as disease yields and man comes to understand what causes him to age. This is the forecast for an (atomic) age of peace."

Admiral Lewis L. Strauss
Chairman of the Atomic
Energy Commission

Over the Lines

(Continued from Page 23)

washing harder. Alkalis will also cause aluminum to pit, so avoid using soda, lye or other strong washing powders for cleaning aluminum. If your aluminum pans are becoming dingy, boil a slightly acid solution—vinegar and water or cream of tartar and water—to brighten the pan. If the pan is badly discolored, use a very fine abrasive to scour it.

For the Record

(Continued from Page 9)

Stevens: "I think it only fair to the taxpayer at large that electric membership corporations pay the Government a rate that will prevent the Government's losing taxpayer money on the loan. If the Government can lend funds to co-ops at 2 per cent without losing money, then 2 per cent is high enough."

6: The public has now invested over $12-million in the development of atomic energy. It seems certain that in the future atomic generators will be used to produce electric power. Foreseeing this, the Senate passed an amendment during the recent AEC bill debate to enable the Federal Government to construct such generators and market the power in accordance with the preference principle (See question 2). This amendment was killed by the Conference Committee. Do you think the Federal Government should be allowed to build atomic plants for the generation of electricity? If so, should the power be marketed in accordance with the preference principle?

TENTH DISTRICT

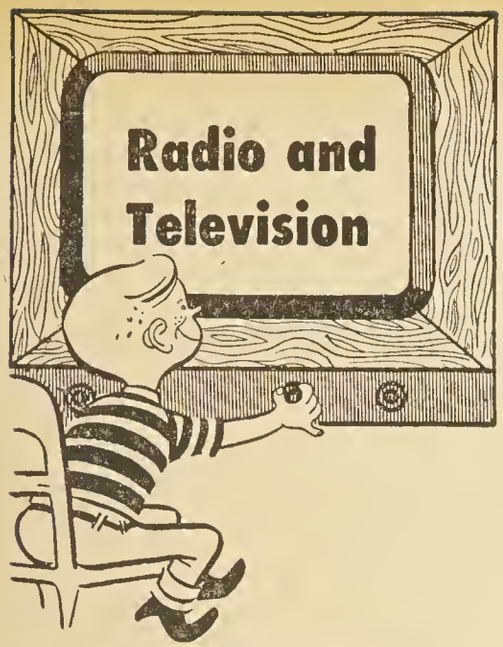
Jonas: "I do not believe the Government should build atomic plants for the generation and **sale** of electricity. If it builds plants for its own use in the AEC program, any **surplus** (power) should of course be sold and the preference principle should apply as in other projects."

Sedberry: "My answer is yes to both questions."

NINTH DISTRICT

Alexander: "I feel that private enterprise should be given an opportunity to develop atomic plants for the generation of electricity. However, should they either refuse or fail to do so in adequate manner, then I feel the Federal Government should be allowed to build atomic plants for the generation of electricity and the power should be marketed in accordance with the preference principle."

Stevens: "The production and distribution of power created by atomic energy poses a different problem. If only the Government is allowed to produce power from atomic energy, it could presumably drive the private power industry out of business. I doubt that any of us want to do that. It would seem wise to let private industry share with the Government the privilege of generating power from atomic energy on somewhat the same basis as they now share the privilege of producing hydroelectric and steam power. This will preserve the private power industry, forestall the complete nationalization of power, and at the same time give the consuming public the best service that free enterprise, supplemented by the cooperative power system, can offer.



Fall Football Weekends Planned For WBT Listeners

A week-end of football is slated for WBT listeners this fall, with two big games being sponsored by Chesterfield cigarettes and Amoco gas.

Play-by-play descriptions of the Duke University football games will be brought by Add Penfield and Woody Woodhouse over WBT for Chesterfields on Saturday afternoons, and the games of the professional Washington Redskins will be presented by Amoco on Sunday afternoons.

Both games will be preceded by "Football Time," a 15-minute program of gridiron music and feature stories on the football highlights of years past—both collegiate and professional.

WBT sports annunocer Phil Agresta will conduct "Football Time" on alternate Saturdays, sponsored by the James J. Harris Insurance Agency, here.

The complete schedule of both teams will be carried throughout the season.

New Situation Comedy On CBS-TV Schedule

Spring Byington, popular actress, who has appeared in more than 75 movies in addition to some 30 Broadway plays, will star in her own comedy TV show, "December Bride," which premiered on October 4 over the CBS-TV network.

In "December Bride," a situation comedy, Miss Byington will take up the cudgels for mother-in-laws by portraying an attractive middle-aged, but marriageable mother-in-law, who has not the slightest difficulty in attracting marriageable middle-aged men, sometimes to the embarrassment of her daughter and son-in-law. In this role she lends her charm, humor and theatrical know-how to "December Bride" as Lily Ruskin.

Transmitter for New TV Station Is Located Atop Mount Pisgah

NORTH Carolina's newest television station, WLOS-TV, Asheville, officially took the air on September 18 to serve the entire Western part of North Carolina, and certain sections of Tennessee, South Carolina, Georgia, Virginia and Kentucky.

The transmitter for the new station stands atop Mount Pisgah, one of the highest peaks in the Smoky Mountains, sixteen miles southwest of Asheville. With an atenna height of 6,089 feet above sea level and 2,850 feet above the average terrain, the maximum power allowed WLOS-TV is 170,000 watts. This makes the new station one of the most powerful television stations in the south, according to station officials.

Brad Roberts, commercial manager of WLOS, reports that surveys show that over two million people (with a buying power of two and a half billion dollars) will be able to receive telecasts from the station.

WLOS is affiliated with the American Broadcasting Company and the DuMont Television Network as its basic programming features. Locally produced live shows from the studios will play an important part of the regular telecasting schedule.

Each day at noon, "Cousin" Wilbur and his Country Store gang, formerly of the Grand Ole Opry, Nashville, entertain with music and cracker barrel humor.

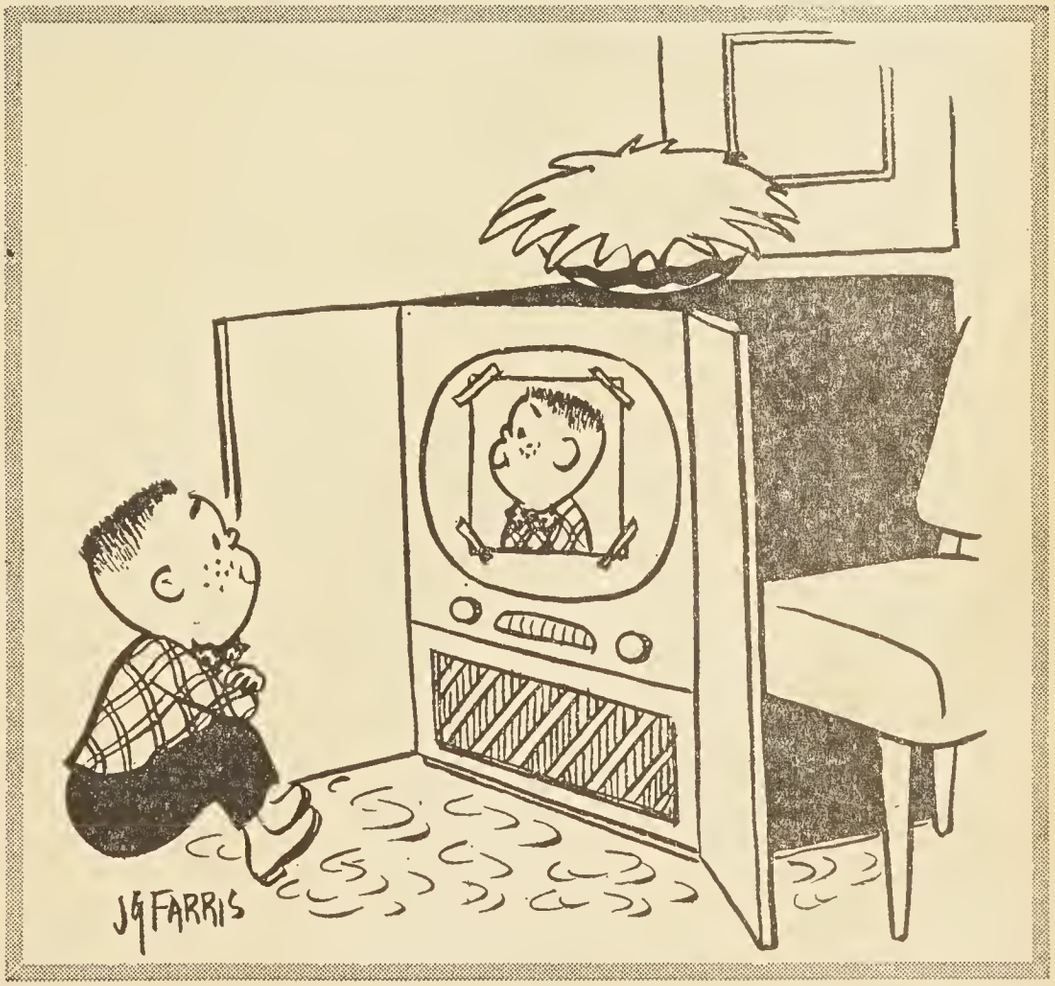
The news and sports staff of WLOS-TV, featuring General J. E. Edmonds as news commentator, and Fred Brown as sports reporter, have a featured spot on the telecasting schedule.

One of the most popular features of WLOS-TV is Tot Town with "Mayor" Carl Green. This is designed solely for children ranging in age from four to ten, and is currently drawing more mail than any other show the station presents. Tot Town is a daily feature 3 to 4 P. M. Monday through Friday.

Each day new programs are being started by national and local advertisers providing better programming for the viewers of WLOS-TV. Within the next few weeks, WLOS-TV will have Ramar of the Jungle, T-Men, Handle With Care, Dollar a Second, Break the Bank, The Voice of Firestone, as well as Don McNeill's Breakfast Club and the NCAA football schedule now showing.

Soon after negotiations began for Channel 13, Charles B. Britt, executive vice-president of WLOS-TV and Radio, purchased the S. Westray Battle residence

(Continued on Page 16)



A proud homemaker surveys with glee the new smooth surface resilient tile she has laid on her kitchen floor.

Three Steps to a New Floor

EVERYBODY is in favor of doing over rooms in the home every few years or so—and the urge usually comes in the spring or fall, when the house gets its seasonal scrubbing. This desire to redo a room, however, often never gets out of the wishing and planning stage. Unfortunately, it's just too expensive to consider.

But just take a minute and reconsider that redecoration job you've planned. Actually, it doesn't have to cost a fortune to do it. You can cut costs as much as one-third by doing the job yourself. Take floors, for example.

A bright new floor (like new curtains) can make all the difference in the world in the appearance of a room. It can turn a dim, depressing room into a bright and cheerful one where the sun just seems to shine all the time. This transformation can be accomplished easily with the new smooth surface floor products now on the market. Congoleum-Nairn, for example, has products especially designed for do-it-yourself installation.

The products that a housewife can install herself include linoleum, tile, vinyl tile, rubber tile, vinyl asbestos tile, cork tile, and asphalt tile. It's wise for the homemaker to stick to tile products rather than attempting an installation involving linoleum or vinyl sheet goods. These two products require the skill and experience of a mechanic with years of experience if a satisfactory job is expected.

Each product has particular advantages for certain rooms in the home. For example, if you are thinking of a living room floor that is a concrete slab laid directly on the ground, then vinyl tile or a special linoleum product called Ranchtile is your right answer. For a kitchen floor that is of wood construction a rubber tile, a linoleum tile, or a vinyl tile will make a good flooring. Where moisture has to be contended with, Vinylbest (a vinyl-asbestos tile) or asphalt tile will take care of this problem most satisfactorily.

No matter what kind of floor you want to cover or where it is located, there is a smooth surface resilient floor product you can install yourself. If you have any question about what product is best for your particular floor, your local dealer will be glad to help you out.

Here are the steps to follow to lay your own new tile floor.

First, make sure that the underfloor is clean, flat and smooth before beginning work. Then, find the center of each end wall and snap a chalk line between these two points. (Line and chalk, along with other tools you will need, are contained in the special "Do-It-Yourself" kit that Congoleum-Nairn, Inc. makes available.) Repeat this operation for the two side walls. Where the two chalk lines intersect will be the center of the room.

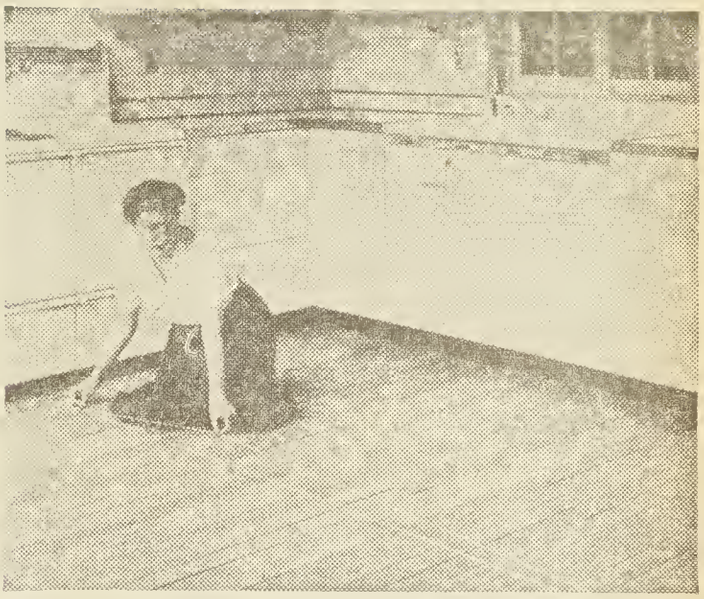
Starting from the center of the room and working in one quarter at a time, spread paste on the floor with a notched trowel. Spread enough paste to lay five or six tiles making sure that paste is spread evenly and smoothly. Flex tiles slightly and then start by putting first tile in position at center of room with sides even with chalk lines. Tiles should be laid with edges flush. Be careful not to slide tiles into position because that will cause paste to ooze up between tiles or collect in lumps and ridges.

Always work from the uncovered portion of the room so that you don't push tiles out of alignment by kneeling on them before paste sets. Tiles should be carefully fitted around cabinets, sinks and other fixtures.

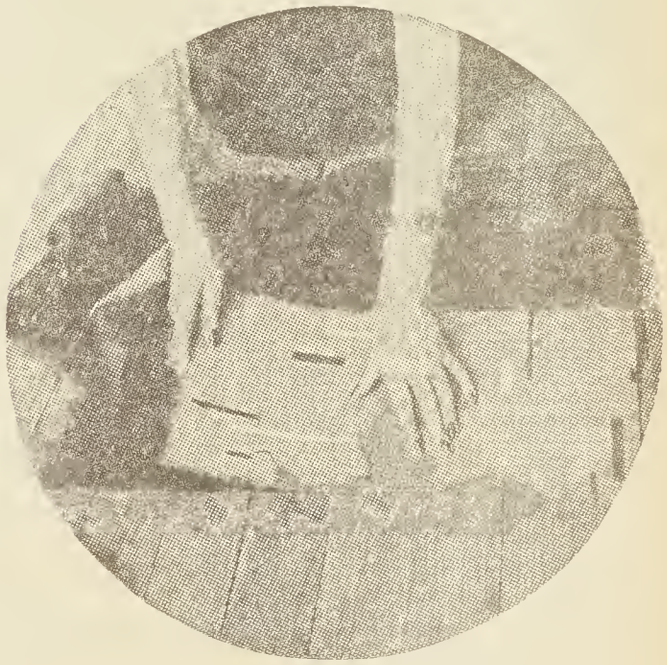
Your new resilient tiles floor will mean a sparkling room for years to come. You'll be pleased by the way it cleans with no hard rubbing necessary to get rid of stains and spots.

If you want to re-decorate and save money, too, then you'd do well to investigate a resilient tile floor. You'll be pleased with the way your home can take on a new look—a bright look—quickly and economically!

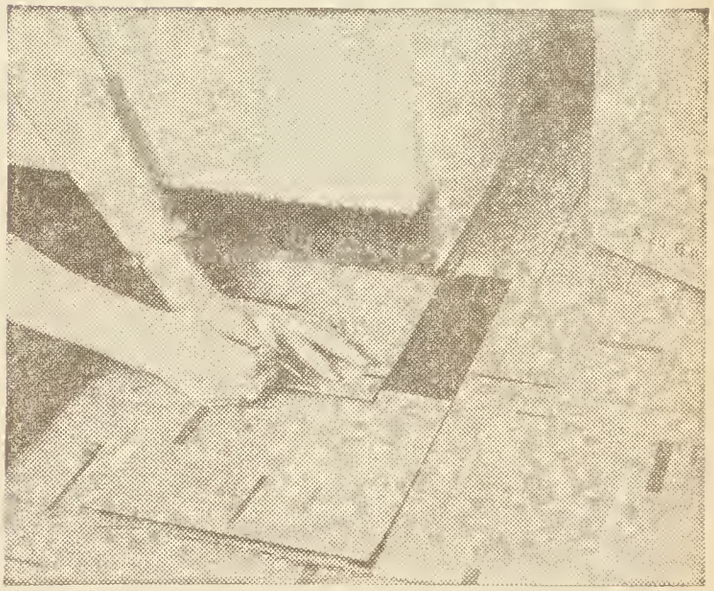
Step 1



Step 2



Step 3



Step 1

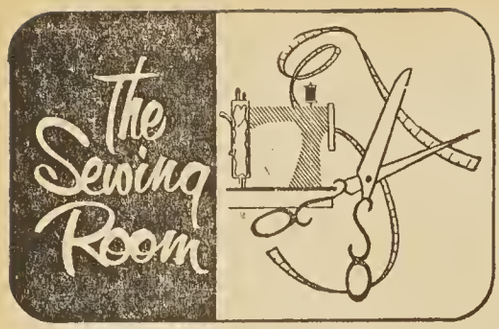
Find mid point of end wall and snap a chalk line between these points. Repeat operation for side wall.

Step 2

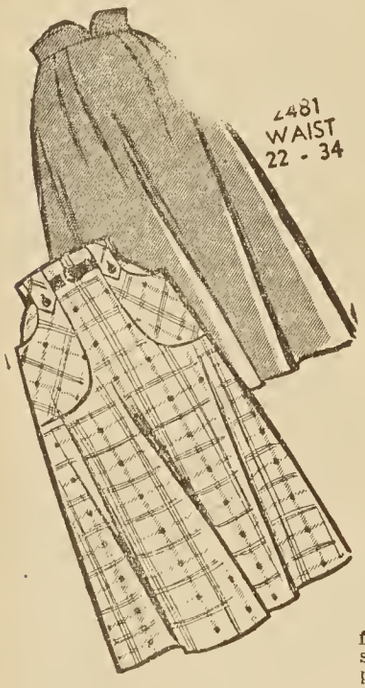
Always work from uncovered portion of the floor. Place the tiles in position. Do not slide them.

Step 3

Fit tiles carefully to walls, cabinets and fixtures. The proud homemaker gleefully views her shiny new kitchen floor which she has covered herself with a gay resilient tile flooring in 3 steps.



2738. A jumper with its own weskit and blouse brings true grown-up styling to school girls and is an easy way to enlarge a wardrobe with a minimum of fabric. Sizes 2 to 8. Sizes 2 to 8. Size
Size 4: Jumper, 1-1/8 yds. 64-in.; Weskit, 2⅛ yd.; Blouse 1-1/8 yds. 35-in.



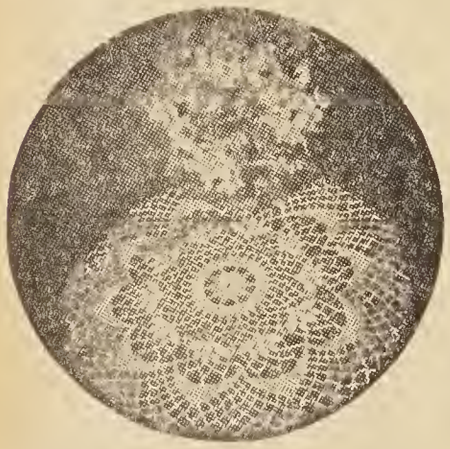
2001. A simple pocketed, princess jumper such as this is easy to make in either classroom corduroy or wool. Its casual blouse—also included—could be of checked or plaid cotton. Sizes are 6 to 14. Size 10: Jumper, 2½ yds. 35-in. Blouse, 1 yd. 39-in.

2481. Sew two wardrobe stretching skirts from a single pattern! One is tailored with saddle pockets: the other is softened by unpressed pleats. Both versions feature back zipper closing. Sizes 22 to 34-inches. Size 28: Each takes less than 2 yds 54-in.

2725. Proportioned especially for the shorter, fuller figure, this two-piece is a "hard to find" suit-dress with trim wing cuffed jacket over a four gore skirt Sizes 14½ to 24½. Size 16½: 4½ yds. 35-in. or 4 yds. 39-in.

Send THIRTY-FIVE CENTS (in coins, no stamps) for each pattern (above) to: CAROLINA FARMER, P. O. Box 42, Old Chelsea Station, New York 11, New York. FALL-WINTER FASHION BOOK. 25c Additional

A Flowered Doily For The Occasional Table



P.C. 5047. Ten delieate blossoms around a wheel motif eenter makes this crocheted doily a "beauty mark" in any room. Fill in eoupon and mail to the Carolina Farmer for free instruetions. Enelose a stamped, self-addressed envelope.

Free Pattern and Booklet Order Form

Please send without charge pattern leaflets and/or booklets which I have indicated below. I am enclosing a STAMPED, SELF-ADDRESSED envelope for the patterns I have checked. (Note: Send one envelope for every three patterns.)

October Pattern

☐ Doily (P.C. 5047)

Patterns Not Pictured

☐ Piggie Potholder (S. 369)
☐ Beanie and Bag (P.C. 5832)
☐ Hairpin Lace Chair Set (S.469)
☐ Commuter's Bag (S. 425)
☐ Swedish Weaving Patterns (S. 481)
☐ Pineapple Doily (S. 394)
☐ Blouse (P.C. 6091)
☐ Baby Set (P.C. 5502)

Booklets

☐ Breakfast in the Modern Reducing Diet
☐ Easy Ways to Chase Dirt

Name .....

Eleetric Membership Corporation .....

Comments .....

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Address coupons to **Rebekah Rivers, Carolina Farmer, Box 1699, Raleigh, N. C.**

Over the Lines with Becky

Church Bazaars

The other day I had a letter from Mrs. Fanny J. Devane, Ivanhoe, a Four County co-op homemaker, requesting needlecraft patterns suitable for a church bazaar. Mrs. DeVane's letter reminded me that it is church bazaar time again in Carolina, and that we have quite a few patterns on hand for such an event: toy animals, baby sets, doilies, rugs, place mats, pot holders, and the like. If your church is planning bazaars before Christmas, I should be delighted to send you any of the patterns we have in stock. Just drop a note to the *Carolina Farmer* Homemaking Editor, Box 1699, Raleigh.

Beef

North Carolina homemakers who are planning to stock their freezers with beef will be interested in U. S. Department of Agriculture Home and Garden Bulletin No. 40, "Freezing Combination Main Dishes." This handy little booklet gives directions for freezing beef pie, cheese meatloaf, and other combination dishes. Other recipes for using beef and vegetables are included in the following USDA bulletins: "Suggestions for Buying, Storing and Preparing Beef," Home and Garden Bulletin 33; "Money Saving Main Dishes," Leaflet 289; "Recipes and Suggestions for Hearty, Economical Main Dishes," Leaflet 310; and "Meat for Thrifty Meals," Home and Garden Bulletin 27. You can receive single copies of these bulletins without cost from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Aluminum

Mamie Whisnant, State College extension in home management, reminds us that the life of aluminum pots and pans depends upon the care they receive. She offers the following pointers to insure long-life for your aluminum utensils: The quicker food is taken out of an aluminum pan, the better. To wash aluminum utensils, use mild soap and water and wash the pans as soon after using as possible. Leaving food in an aluminum pan may cause pitting —the formation of tiny holes on the surface. Pits not only detract from the appearance of the pan but also make

(Continued on Page 18)

Try A Louisiana Yam Boiled Dinner For An Extra Special Family Treat

October's falling leaves reminds the conscientious homemaker that she must begin preparing hefty meals—meals the family can really "dig into"—during the fall and winter months.

For a delicious honest-to-goodness heman meal, combine pork and cabbage with yams and onions, and serve your hungry family a Louisiana Yam Boiled Dinner, as shown in the accompanying picture. The following recipe makes four servings:

Louisiana Yam Boiled Dinner
1 pound fresh pork butt
2 quarts water
2 teaspoons salt
12 small whole onions, peeled
4 medium-sized Louisiana Yams, peeled and cut in half, lengthwise
1 small head cabbage, quartered
½ teaspoon freshly ground pepper

Combine pork butt, water, salt and pepper; cover and cook over medium heat for 1¼ hours. Add onions and yams and continue cooking 30 minutes. Add cabbage and cook 10 minutes. Drain vegetables and meat. Serve immediately.

For a hearty, yet simple, noontime meal this fall, try some of these recipes for Deviled Ham: They're also tempting dishes to serve unexpected company:

Deviled Mexican Corn
1 16 oz. can cream style corn
1 small onion, chopped
1 4½ oz. Deviled Ham
Pinch chili powder

Combine all ingredients in casserole. Heat in moderate oven (350° F.) for 25 minutes, or until very hot. Makes 4 servings.

Deviled Potato Hash
4-5 large boiled potatoes
1 cup thick sour cream
1 4½ oz. Deviled Ham
1 small chopped onion

Dice potatoes. Combine cream with Deviled Ham and onion. Stir into casserole with potatoes. Taste and season, as desired. Top with crumbs, dot with butter and bake in moderate oven (350° F.) or until mixture is heated thoroughly and browned. Makes 6 servings.

Deviled Ham An' Bean Sandwich
2 tablespoons butter
1 large chopped onion
1 chopped green pepper
½ cup diced celery
1 4½ oz. Delived Ham
1 large size can baked beans in tomato sauce
Butter toast

Combine and saute in hot skillet butter, onion, pepper and celery. Stir in Deviled Ham. Add baked beans, simmer over low heat until ready to serve. To serve: pile mixture generously on slices of hot toast or English muffins. Serve open face and eat with knife and fork.

A Pint per Plant

(Continued from Page 13)

"I believe I could have sold 5,000 quarts of berries during a two-week period there last summer," he said.

Most of his contract customers take upwards of 20 to 40 quarts of berries to place in their home freezers.

Aside from the berries, Mr. Mason sells young off-spring plants at a penny per plant. He has sold, or will have sold by the end of November, around 60,000 young plants. His orders have more than doubled the amount of plants he has available. One customer ordered 6,000 plants. His policy is to fill orders close to home first, then take care of as many outside orders as he can fill.

Mr. Mason is booked solid for all the berries and plants he can produce, therefore he has no personal axe to grind in telling about his success with the berries. He likes them so well and has had such remarkable success with them that he just wants to encourage other people to raise them for home use and for a money crop. It can be done for he's doing it.

First, you must start with a high quality plant. He likes the new Albritton variety. "Best strawberry that's ever been introduced," he says.

He likes early November plantings. By that time, the plant is about finished growing and forming the buds that will produce the fruit next season. Earlier planting retards growth and destroys much of the productive vitality of the plants, he thinks.

Mr. Mason has no irrigation system for his berry patches but he does mulch them thoroughly with straw in the fall about time for the first frost. This protects them from the cold and gives them a head start and extra vigor when growth starts in the spring.

As for fertilizer, he follows the recommended application of one gallon of 5-10-5 per 100 feet of row in late August or early September.

He is cautious about cultivation. "Shallow cultivation is always best," he says, "but keep all the grass and weeds out."

All excess runners are pinched off his plants and he says this is important for high yields. In the case of new plants, he roots four runners equally spaced in a circle around the parent plant, but following this expansion, all subsequent runners are pinched off. He keeps his row to an overall width of about 15 inches.

It is his opinion that farmers in this state would do well to investigate more thoroughly the possibility of devoting more of their acres to the production of small fruits and vegetables rather than continue the struggle of raising cotton, grain, and other crops, the acreage of which is being strictly controlled. He thinks truck farming, aside from the home garden surplus, should occupy an important place in the agriculture program of any country.

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Merely send your name and address to Capt. W. A. Collings, Inc., Box 712-M, Watertown, N. Y. It won't cost you a cent to find out and you may bless the day you sent for it. Hundreds have already reported satisfactory results following this free offer. Send right away—NOW—before you put down this paper (Advertisement).

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MONEY-MAKING HOMEWORK! We pay cash. Everything furnished. Experience unnecessary. Free details. Post card requests answered. Hirsch, 1301-17 Hoe, Bronx 59, N. Y.

SEND OUT POST CARDS. Cash daily. BICORP, 143 Belmont, Belmont, Massachusetts.

For Sale

BUY SURPLUS FARM tools, machinery, truck, jeep, etc. Direct from Government. Send $1.00 for Government Surplus Bulletin, Box 213S, East Hartford, Conn.

HOG, COW AND MULE Medicines manufactured by National contains all known mineral essential for healthier herds that bring higher prices. Ask dealer or write us for free folder. National Hog Medicine Company, Box 1634, Raleigh, N. C.

Crocheted Shower Gifts Nylon embroidered booties. Assorted colors, white trim. $1.25 pair. Red Rose Potholders, $1.00 pair. Cobbler Aprons, small or medium, $1.35 each. Mrs. R. B. Kendirck, Rt. 4, Concord, N. C.

Wanted to Buy

DO YOU HAVE an old auto stored away? Here's your opportunity to convert it into cash. Highest prices paid for early models. Also want old license tags. Write complete information, price wanted, to J. J. Malpass, Burgaw, N. C.

WATCHES WANTED. Any condition. Also broken jewelry, spectacles, dental gold, diamonds, silver. Cash sent promptly. Mail articles. Satisfaction guaranteed. Lowe's, Holland Building, St. Louis 1, Missouri.

BUY SURPLUS FARM TOOLS, machinery, truck, jeep, etc. direct from government. Send one dollar for government surplus bulletin. Box 213-S East Hartford, Conn.

TWO MALE GERMAN short haired bird dogs. White and brown in color. Have been vaccinated for distemper. They are fine healthy dogs. Seven months old, $25 each. Arthur Seawell, Rt. 1, Box 786, Carthage, N. C. Phone 3222.

Figs of Thistles

"Your methods of cultivation are hopelessly out of date," said the youthful agricultural college graduate to the old farmer. "Why, I'd be astonished if you got even ten pounds of apples from that tree."

"So would I," replied the farmer. "It's a pear tree!"

* * *

Bossie's Little Weakness

A city girl visiting her uncle on the farm was watching a cow chewing her cud.

"Pretty fine cow, that," said her uncle as he came by.

"Yes," said the girl, "but doesn't it cost a lot to kep her in chewing gum?"

* * *

Surely Feminine

Visitor: "And what will you do, little girl, when you get as big as your mother?"

Little Girl: "Diet!"

* * *

College Exams

Prof (gazing over the room during an examination): "Will some kind gentleman who isn't using his textbook be so kind as to permit me to have it for a few minutes?"

* * *

"Did you know that I had taken up story-writing as a career?"

"No. Sold anything yet?"

"Yes; my watch, my saxophone and my overcoat."

"Yes, he's a four letter man - J-E-R-K."

Hale!

* * *

Migrant Farmer

During a severe Kansas sandstorm a man was seen driving a combine at a high rate of speed down the road. In response to a question, he explained: "I planted that wheat and I'm going to harvest it if I have to chase it all the way to the Gulf of Mexico!"

"And what has our modern, automatic kitchen prepared for the Smith family tonight?

No Hope

Generally speaking, a Communist is a person who has given up hope of becoming a capitalist.

* * *

Subtraction

The school teacher was endeavoring to drum into her small pupils the fundamentals of arithmetic.

"Now listen," she said rather desperately, "in order to subtract, things have to be the same denomination. This is what I mean. Now, you couldn't take three apples from four bananas, or six plums from eight peaches. It must be three apples from four apples, six plums from eight plums, and so on. Do you understand now?"

The majority of the children seemed to grasp the idea. One chubby-faced youngster very near the bottom of the class, however, raised a timid hand.

"Please, teacher," he said rather timidly, "You can take three quarts of milk from two cows."

* * *

Ladies Note

Mr. Smith: "Why is it that you women always insist on having the last word?"

Mrs. Smith: "We don't. The only reason we get it is that we always have a dozen arguments left when you stupid men are all run out."

* * *

No Objection

It was the young man's first visit to the home of his sweetheart, and he seemed to be making a very good impression.

"Have you any objection to a whisky-and-soda?" asked his prospective father-in-law.

"Well," replied the young man, "Ive never had one before."

The father stared.. "What, never had a whisky-and-soda?"

"No, sir; never had an objection."

* * *

Witch Way?

The sour-faced, oddly dressed lady was poking among the brooms in the hardware store when a clerk asked if he could help her.

"Nothing here is worth buying," she snapped. "Flimsy, cheap straw, poor handle, shoddy material!" Seizing the last broom in the stock she shook it under the nose of the bewildered clerk and said angrily: "Not like the brooms they used to make! Give the floor one good sweep and it would fall apart! What's it good for?"

"Well," the clerk said after a thoughtful pause, "you may find that it flies wonderfully."

Statewide Report

By William T. Crisp

From time to time, through the voice of this magazine and in other ways, Tarheel Electric Membership Association has affirmed both the rightness of and the need for the Federal preference law. This law, which gives nonprofit cooperative and municipal electric systems first opportunity to purchase Federally-produced electric power, has been the subject of much controversy in recent years.

Not until the past year, however, have the farm people of North Carolina been in position to examine the dollars-and-cents application of this preference law in their own State. On August 1, 1953, five electric cooperatives began purchasing their wholesale power supplies from the government's John H. Kerr Dam in Virginia.

Previously, these cooperatives had purchased their power from Virginia Electric Power Company at 7½ mills per kilowatt hour. During the first year of their contract with the government, they paid an average of only 7 mills per kilowatt hour.

According to Southeastern Power Administration, which markets this power for the government, these five cooperatives, as of August 1, 1954, had realized savings as follows: Albemarle Electric, at Hartford, $1,916.78; Halifax Electric, at Enfield, $1,826.40; Woodstock Electric, at Belhaven, $1,252.22; Roanoke Electric, at Rich Square, $4,509.67; and Edgecombe-Martin County Electric, at Tarboro, $5,628.29. Total savings for the group came to $15,-133.36.

Meanwhile, 12 other cooperatives in North Carolina have thus far been unable to take advantage of their right to buy power from the Virginia dam. The reason is that, though VEPCO agreed to transmit this power to the five cooperatives named, Carolina Power and Light Company has refused to do so for the remaining 12, which are located in its general service area. (See complete story on Page 7.) It is estimated that these 12 cooperatives would save some $8,000 a month in power costs if an acceptable transmission arrangement could be worked. Had they secured such an arrangement in 1952, when John H. Kerr Dam power first became available, they would have saved approximately $184,000 to date.

With such evidence now before them, it is easy to see why cooperative leaders are more concerned than ever to preserve the preference principle and to resist those who, by stubbornly obstructing its application, would destroy it.

EDITORIALS

Backlogs and Eyebrows

It is often easier to criticise than to applaud, which may be another way of saying that errors are usually more newsworthy than accomplishments. At any rate we take a great deal of pleasure in noting that REA Administrator Ancher Nelsen and his staff have done a fine job this year in processing loan applications.

When Nelsen took office, he inherited a big backlog of applications. These had to be processed, along with the new ones which kept coming in. So when Nelsen immediately began cutting his staff, he raised eyebrows in many quarters, including this one. His statements that revised loan procedures would speed up the job even with a smaller staff brought on a "wait and see" attitude within the trade.

So, having waited and having seen, our own eyebrows are now back in normal position. Administrator Nelsen and his staff appear to have broken the jam and the backlog is breaking up and disappearing.

Rural Health and Rural People

Several things about last month's Rural Health Conference impressed us very much. One was the size of the crowd. The more than 400 who attended included many rural folks who were sincerely interested in improving rural health. In the past, the crowd has largely consisted of State and County officials who were there because their jobs called for them to be there.

Along with most of the other people, we thought the highlight of the conference was the talk by Morris McGough of the Agricultural Development Council. Mr. McGough correctly stated that the only way to improve rural health conditions is to get the rural people interested in undertaking their own projects.

He gave some striking illustrations of what happens when farmers tackle the health problem themselves. Read on page 16 about the accomplishments of the health committee in the tiny village of Big Cove up in the mountains. Or the Swain County endeavor to remove outhouses from creek banks. These are small things within themselves, but they are very important to the farmers involved. And they amply demonstrate that while conferences are valuable, there is only one place to improve rural health—and that place is in rural areas.

And the illustrations prove once again that farmers can lick almost any problem if they organize and work together.

Shockwave of The Bombshell

A power company official rocked the utility industry last month with his revelations about the relationship of his company, Mississippi Power and Light, to one of the holding companies involved in the controversial Dixon-Yates contract (see page 17).

The MP&L official was, of course, fired on the spot. But his "confession" couldn't have come at a better time. Senator Langer (R-ND) was in the process of investigating the Dixon-Yates deal. Stietenroth (the MP&L official) was immediately subpoenaed by Langer's committee. After hearing him, Langer demanded that the Dixon-Yates contract be held up until the investigation was completed.

In view of the serious charges by Stietenroth, we don't see how any responsible government official could proceed with the contract. All action should be deferred until Senator Langer's committee is able to determine all the facts about a deal which has been open to serious question since it was first announced.

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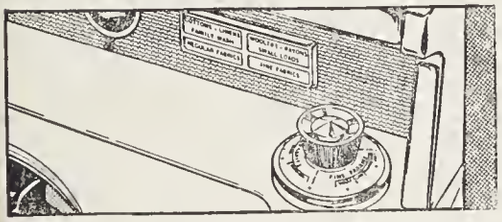
2 Automatic "Regular Fabrics" cycle for full loads, heavy fabrics, really dirty clothes. Just put in clothes, add soap or detergent, turn on washer. Automatic controls regulate water heat, washing, rinsing and spinning time . . . gives you a sparkling clean, work-free wash.

You get this complete Automatic Washing flexibility only with the beautiful 1955 KELVINATOR



Exclusive "Tel-a-Fabric" Signal Lights. You can't make a mistake . . . signal lights tell instantly which washing cycle is in operation . . . whether hot or warm water is being used. Light goes out to signify when wash is done. It's a Kelvinator exclusive feature to make washday easier for you.

See the new matching 1955 Kelvinator Electric Dryer, too. Both washer and dryer have full-width fluorescent lights in backguard to provide illumination for sorting of clothes. Now Kelvinator gives you the light you need if your laundry is in a dimly lit basement or utility room.

Actual tests prove Kelvinator is safest for fine fabrics. New man-made synthetic fabrics, as well as silks and woolens, need special care in washing. That's why many women wash them by hand, instead of in their washer. But that's not necessary with the new Kelvinator. Actual tests prove that any fabric you can wash by hand can be washed safely in a new Kelvinator.

HERE'S WHY KELVINATOR IS MORE EFFICIENT

◀ Shampoo Washing begins with concentrated suds, ½ the water for effective removal of dirt.

X-Centric Agitation is a gentler, safer washing movement, similar to hand-laundering. ▶

◀ Overflow Rinsing floats dirt over top of clothes not down through them, leaves no scum or lint.

New Kelvinator Semi-Automatic Washer—Model SW. You get all 3 exclusive Kelvinator deluxe washing features.

New Kelvinator Wringer Washer—Model WB. Gentle, thorough washing action. A rugged built wringer washer.

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Division of American Motors Corporation, Detroit 32, Michigan

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Only 30 inches wide!
Porcelain Finish inside and out!
Bakes 6 pies at once!
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